

Winter 1998

The Review - Fall/Winter 1998

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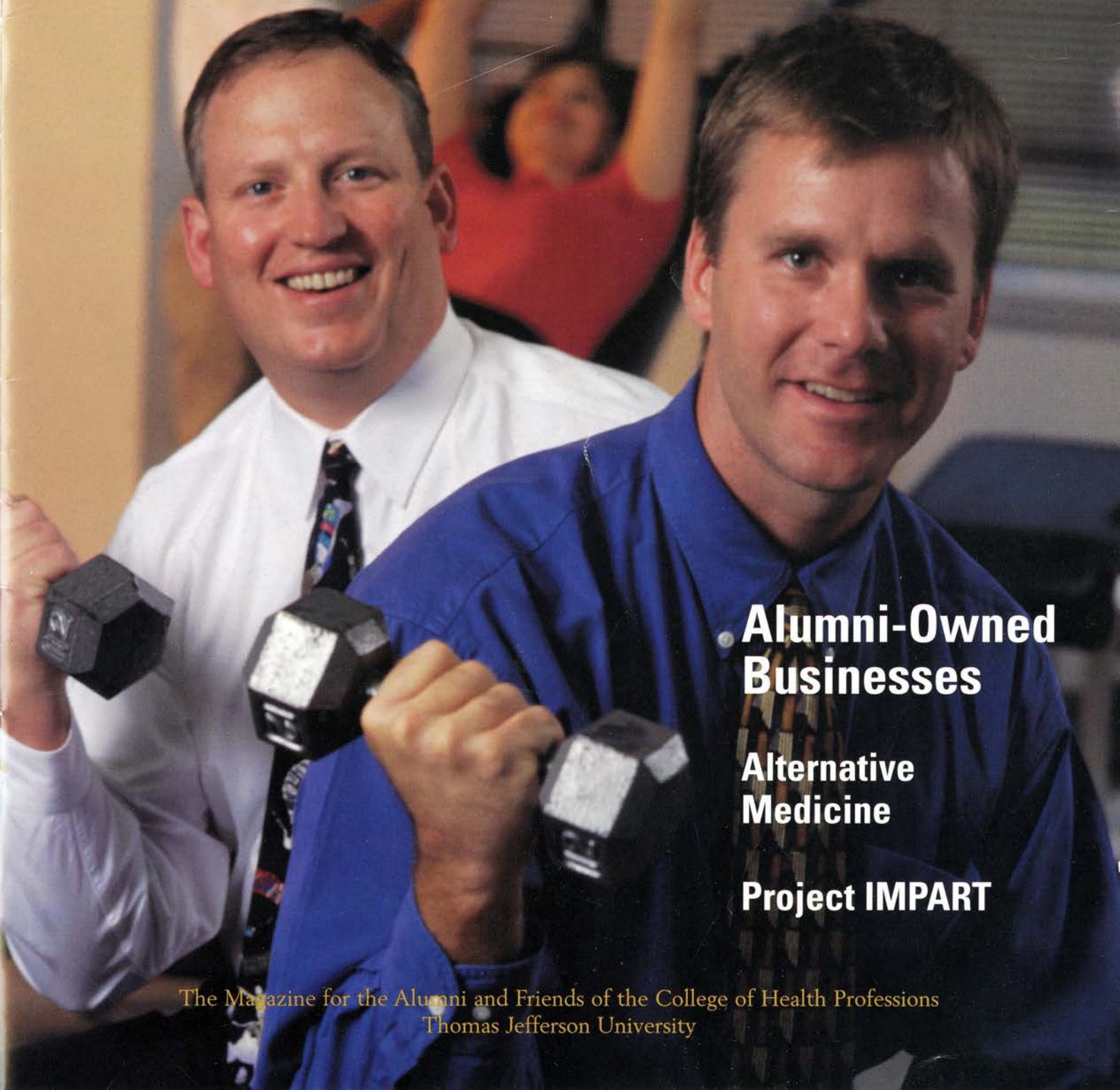
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FALL/WINTER 1998

The Review



**Alumni-Owned
Businesses**

**Alternative
Medicine**

Project IMPART

The Magazine for the Alumni and Friends of the College of Health Professions
Thomas Jefferson University

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is expanding her company.



Margaret Dorando-Unkle,
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Radiology Technologists, Inc., is in a non-corporate mode of life.

On the cover: Joe Ruhl, PT'86, (left) and Jeff Ostrowski, PT'86, get competitive,
as partners at Society Hill Physical Therapy (see story, page 4).

The Review

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MESSAGE FROM THE DEAN



Dear Alumni,
I am proud to tell you
that the College of Health
Professions (CHP) is on the
verge of marking our 30th anniversary.
Established in 1969, the college has
grown and changed to reflect developments in health
care. As you know, we adopted a new name and mission
statement in 1996.

The university as a whole has changed dramatically
during this time as well. As it gains widening repute
for excellence in healthcare academics, it also is now
organizationally distinct from the Jefferson Health System,
which in turn is gaining an ever-greater leadership role in
delivering healthcare services in the region. While change
has been the hallmark of the past three decades, the most

In this edition of *The Review*,
we profile other graduates who have
distinguished themselves, in this
case by starting their own successful
healthcare-related businesses (see page 4).
CHP alumni are finding diverse and
creative paths to fulfilling their potential.

As we move into our fourth decade, I am pleased
to announce that we have appointed Dottie Grieb as
Director of the college's Office of Alumni Relations (see
page 9). While Dottie may be a new face to many of you,
she has actually been with us in various capacities since
1968. Dottie co-founded, with me, the college's Health
Careers Guidance Clinic and produced earlier editions of
the long-running *Health Careers Guidance Manual*, now in
its 10th edition. This longevity gives Dottie a wonderful

*"While change has been the hallmark of the past three decades,
the most important characteristic of the college has not changed –
the quality and dedication of our students and graduates."*

important characteristic of the college has not changed –
the quality and dedication of our students and graduates.

As we are learning from the College's Longitudinal
Study and other sources, you—our alumni—are doing
remarkable things in your careers. I'm impressed with the
innovative ways you find to build on the education you
received here at Jefferson, and I am struck by the variety
of approaches you use to make a difference.

This spring, we recognized two alumni at the
college's Annual Awards Ceremony (see page 9). We awarded
Susan Weiner, CNS, RNC, MSN, NU'84, the first Alumni
Emerging Leader Award. Weiner received the award for her
excellence in teaching on the college's nursing faculty and
for the many activities through which she has established
herself as an authority on women's health. We awarded
Ann Eshenaur Spolarich, RDH, PhD, DH'84, former faculty
member of the Department of Dental Hygiene, the Alumni
Special Achievement Award for her 14 years of experience
and clinical research that have established her as a
recognized expert in periodontology and in applying
pharmacology to dental hygiene practice.

perspective on the college and a respect for the
accomplishments of students, alumni, faculty, and staff.
Please join me in welcoming her to her new position.

In the months to come, you will be hearing more
about the college's 30th anniversary celebration. Watch
for the spring edition of *The Review*, which will highlight
the college's past 30 years. We also hope that you enjoy
the improvements that we continue to make in the design
and content of *The Review*, based partly on readers'
comments. Keep in mind that this is *your* publication.
Please continue to send us your letters, suggestions,
and other feedback.

As always, I encourage you to participate in the
life of the college and to help ensure its success in the
next 30 years.

Sincerely,

Lawrence Abrams

Lawrence Abrams



Vijayendra Pratap, PhD, DYP, of the Sky Foundation in Philadelphia, instructs participants in the techniques of classical yoga at the alternative medicine conference.



Participants at the alternative medicine conference practice the art of Tai Chi under the watchful eye of instructor Dat Nguyn, ChE, PhD, of Vovi Taiji in Chadds Ford, Pa.

Conference Explores Alternative Therapies for

With more than 30 percent of Americans using some form of alternative medicine, many healthcare professionals—and even some insurance companies—have begun to explore these alternative approaches to care and to take advantage of them as a complement to conventional treatment. These shifts in attitude have encouraged both conventional and alternative practitioners to explore new ways to work together.

A number of accomplished practitioners who have taken on the challenge of integrating conventional and alternative medicine spoke at a recent conference, sponsored by CHP, through its Interdisciplinary Professional Development Series. According to Jaclyn M. Gleber, EdD, RDH, Director of Continuing Education for CHP, the conference "Healing & Health: Exploring Alternative Therapies," held in April, sought "to recognize the value of alternative, complementary therapies."

"It's vital," Gleber says, "for our healthcare community at Jefferson to have an understanding of the full range of options and opportunities available for wellness and healing. Healthcare professionals must understand how they can integrate some of these long-standing and popular techniques with traditional practices."

Evidence Accumulates for Integration

The conference's keynote speakers, Steven Rosenzweig, MD, Clinical Assistant Professor, Emergency Medicine, Jefferson Medical College (JMC), and George Brainard, PhD, Professor of Neurology, Biochemistry, and Molecular Pharmacology, JMC, gave a broad review of the growing acceptance and use of alternative healing strategies. They discussed how conventional health care has begun to provide access to these therapies.

"Ample scientific evidence already supports the use of selected complementary therapies," explained Dr. Rosenzweig, who is also Medical Director of Jefferson's meditation-based stress-reduction program. "For instance, the NIH consensus statement on acupuncture, issued last November, validates its role in treating certain pain syndromes. There is also a rich literature on the psychophysiological effects of mind-body therapies such as meditation and yoga."

In addition to discussing the themes and concepts that underlie Western and Eastern modes of practice, the conference

HEALING & HEALTH

participants selected from nine different experiential breakout sessions that included yoga, Tai Chi, herbology and nutritional supplements, acupuncture, integrative body work, and therapeutic touch, among others. Based on these 90-minute sessions, participants could learn about the specific training required for proficiency in various therapeutic techniques. They could also sample the therapy for themselves.

Pioneering a Complementary Approach

"Our job at the CHP's Office of Continuing Education is to provide current, timely courses relevant to the professional needs of our alumni and other members of the healthcare community," says Dr. Gleber. "For this conference, we chose alternative medicine because it's such a hot topic. Consumer interest is high, alternative therapies are in demand, and services are being offered all around us."

Jefferson is already ahead of other healthcare institutions in offering alternative therapies. Besides TJU's meditation program, its Commons activity center offers classes in yoga and Tai Chi, as well as services in therapeutic massage. Jefferson Health System-Main Line has recently established an Alternative Medicine Network, providing a variety of therapeutic services such as acupuncture, hypnosis, and shiatsu, to name a few.

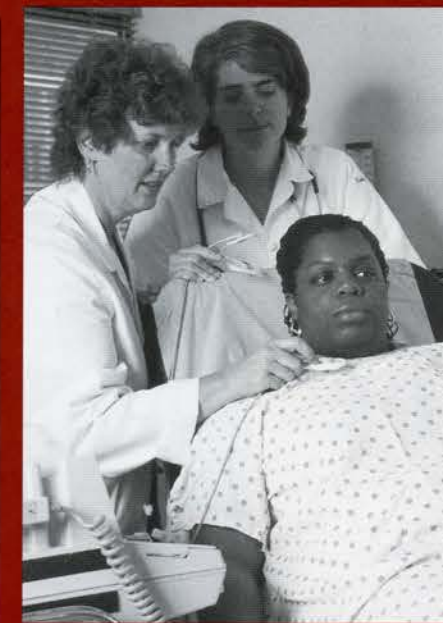
Doctors, nurses, physical and occupational therapists, and pharmacists were among 125 healthcare providers who participated in the conference. They shared views, networked, and identified resources in alternative care.

Attendees gave the course high evaluations, thought it beneficial, and expressed their wishes to have been able to take in all the available sessions. "Great topics . . . I had difficulty choosing," said one nurse attendee. "How about a follow-up with other modalities," suggested a PhD attendee. A nurse attendee wrote, "Thank you for having this day and taking a step in the direction of making complementary therapies more visible." In response to the demand for a follow-up program, another Healing & Health conference was held on October 10, 1998. ■

Announcing the opening of Jefferson's Center for Integrative Medicine at 3900 Ford Road, in Philadelphia. Call 215-879-5121 for more information.

One challenge in educating health professionals today is anticipating the future of health care, so that students can respond and adapt to, and ultimately help shape, this rapidly evolving field. By offering a master of science in nursing program designed to prepare nurses for advanced and sophisticated clinical practice in roles such as clinical nurse specialist, case manager, nurse practitioner, and nurse administrator, Jefferson is meeting this challenge.

"Research clearly indicates that we need more nurses prepared for advanced practice," explains Mary G. Schaal, EdD, RN, Associate Professor of Nursing, Vice Chair and Director of the Graduate Program for the Department of Nursing. "The three program specialty areas we offer reflect positions that have emerged in health care. Specifically, the intense environment of the



Nursing Master's Graduates Choose from a Variety of Advance-Practice Opportunities

inpatient setting, on which our adult health program concentrates, the move towards community-based care that the community systems administration specialty relates to, and expansion of primary care, which the family nurse practitioner track addresses."

Nurses in the MSN program function as partners in research teams and are exposed to the latest research findings, innovative technologies, and patient-care strategies. "Depending on their major, our graduates must have an increased knowledge of physiology or pharmacology, epidemiology or nursing strategies, and so on—so they can apply that expertise to analyzing problems and coming up with alternative solutions," says Schaal. Nursing students who specialize in the **Adult Health Graduate Program** can elect a concentration from a wide variety of specialty areas, such as critical care/trauma, oncology, neurology, or rehabilitation. Graduates with an MSN in Adult Health are prepared for such responsibilities as coordinating care in the acute-care setting; providing case management; analyzing healthcare systems; collaborating in practice with physicians; educating nursing staffs; conducting nursing research; offering health promotion and disease

prevention; and establishing consulting practices for healthcare systems.

Nurses who choose the **Community Systems Administration Graduate Program (CSA)** are the future expert practitioners, agency administrators, care providers, and educators in community and public health. They may undertake careers in health planning; program management; political and legislative activities; staff development; consultation and administrative activities; innovative community health nursing programs; and preceptorships for community health nursing students.

Students in the **Family Nurse Practitioner Program (FNP)** under the direction of Virginia Arcangelo, PhD, CRNP, (left, in photo above) are registered nurses who train to provide individualized care for children and adults during health and illness. An FNP's activities include obtaining medical histories and performing physical exams; diagnosing, treating, and monitoring both acute and chronic health problems; ordering and interpreting diagnostic studies; prescribing treatment; providing well-child care; promoting positive health behaviors; and collaborating with physicians and other health professionals. ■

MSN Student Finds Satisfaction in Empowering Clients

THERE'S AN OLD SAYING, "give a man a fish and he can eat for a day, but teach him to fish and he can eat for a lifetime." That philosophy sums up the feelings of Aida L. Egues, MSN, NU'98, about why she chose to concentrate in community systems administration.

"Public health is all about teaching people to empower themselves and advocate for their own needs," says Egues. "So I design and evaluate programs with which the community dictates to me what it needs, such as information regarding managed-care systems and how to deal with issues related to cultural competence in medical care."

While in school, Egues worked at a local nonprofit agency as a consortium coordinator development specialist for the Healthy Start Project, a four-year, \$6 million grant to help reduce the rate of infant mortality in Camden, where



Aida L. Egues, MSN, NU'98

babies less than a year old die at approximately twice the rate of the rest of New Jersey. Egues graduated in August of this year and is now a Program Development Specialist for the National Tuberculosis Center at the University of Medicine and Dentistry of New Jersey. She also volunteers as an AIDS caregiver/educator for the American Red Cross, Camden County Chapter.

A scholarship from the U.S. Department of Education's HIV/AIDS Training Grant for Graduate Nurses enabled her to pursue her master's at Jefferson. ■

Alumni-Owned Businesses

Working Hard, Making a Living, and Enjoying It

The chance to be your own person, to gain independence, to have something that's yours and that gives you at least the prospect of greater financial reward than can come from a staff salary. All these things are part of the siren song of starting, owning, and running one's own business.

The trend among the educated workforce to answer this call, and to move to full- or part-time self-employment, including home-based businesses, is one of the most watched phenomena in the work world. For the significant number of CHP graduates who are part of this trend, self-employment has brought its own set of trials and rewards: They have thrilled to being their own bosses and been sobered by the major commitment of time and energy required to run a vital business. They have gained the joy of a flexible work life but had to respond to the dedication, discipline, and agility required to toggle between the professional world and pursuit of other life interests. Here are the stories of just a few of those CHP alumni:

Becoming Chair(man) of the Board

Some skills are hard to teach, especially the ability to see an opportunity and jump on it. But Ann S. Boris, NU'90, was born with such facility. After graduation, she delivered care and then consulted in the homecare field, eventually helping two national homecare chains to set up their Philadelphia-area operations.

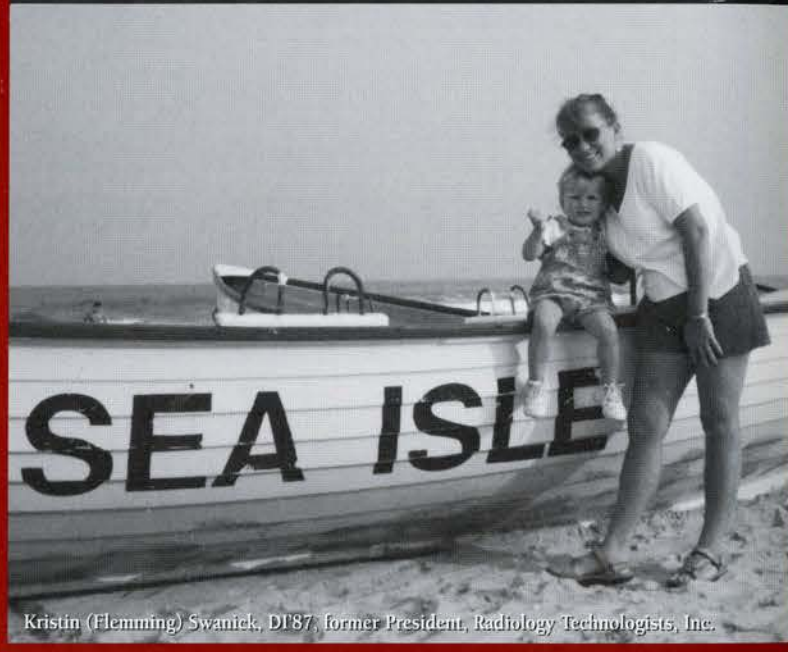
"I was struck throughout by what an opportunity there is to automate paper processes in managed care," says Boris. While consulting with hospitals, nursing homes, and private practices on policies and procedures, and eventually with systems for billing, auditing, and other functions, she saw the need for information technology in these organizations.

As in many stories of business start-ups, Boris first turned to friends and family for assistance. Partly with their help, she found co-workers and equity capital, and in 1996 founded MCR Systems Inc., a Philadelphia company that provides data collection, processing, and systems to managed-care companies.

MCR, which now has 12 employees and is continuing to experience significant growth, offers several software product lines. At its location, it provides hardware and software systems



Ann Boris, NU'90, Chair, MCR Systems Inc.

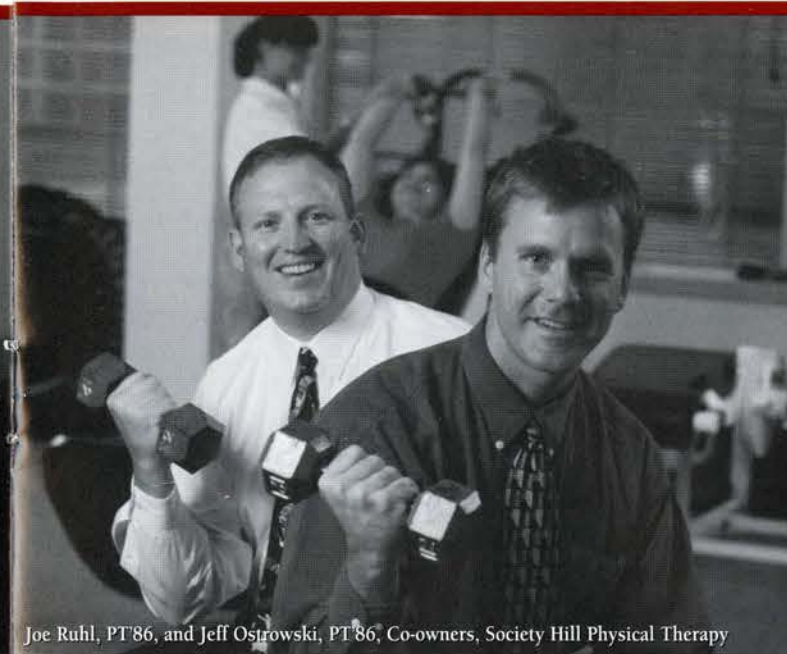


Kristin (Flemming) Swanick, DT'87, former President, Radiology Technologists, Inc.

as well to warehouse data for healthcare companies. The systems that MCR sets up for clients can also involve use of pen-based or hand-held devices for data input by clinicians or administrators. MCR's staff of programmers analyses clinical, financial, and other types of data and reports it. Clients, which have included surgery centers, group practices, HMOs, and hospitals, can dial in to get results. The company is also now serving one of the nation's largest HMOs.

Boris, who is chair of MCR, recently hired a CEO, Christopher Dunne, who garnered media attention this spring for MCR when he traveled to Ireland with Pennsylvania Governor Tom Ridge. The trip was designed to attract other high-tech firms to Pennsylvania.

"People call me sometimes and say, 'So, you work for Mr. Dunne?' and I say, 'No, he works for me,' explains Boris, who feels that "too few women are founders, owners, or major shareholders in technology companies."



Joe Ruhl, PT'86, and Jeff Ostrowski, PT'86, Co-owners, Society Hill Physical Therapy

"Anyone can do it. It just takes finding the approach that's right for you," says Holland.

She sees reason for this to change, noting that "nurses have good backgrounds for getting into these areas." She also adds, "I believe that Jefferson in particular gave me the tools to think of health care from a business perspective, and that has been invaluable."

Establishing Yourself as An Expert

Consulting is a popular form of self-employment and is an approach that allows an individual to position himself or herself as an expert within a certain knowledge niche. Margaret Dorando-Unkle, OT'85, has done that with a successful consulting practice in which she assists schools that are in the process of moving children with special physical and cognitive needs into mainstream classrooms.

Dorando-Unkle graduated in CHP's first OT class in 1985, worked in traditional clinical settings for several years, then returned to Jefferson to complete her master's in OT in 1990. "That was a turning point for me," she recalls. "I was in

awe of the professors that taught me marketing and finance. They helped me develop a thesis that was also a business plan."

Dorando-Unkle immediately put the plan into action starting Therapedics, her practice that continues to thrive today. In addition to her long-standing special interest in pediatric OT, she also has a certification in special education.

Dorando-Unkle holds in-services for teachers, providing training in the staff skills, equipment, and support services needed to provide education in regular classrooms to children with special needs. Her ideas and problem-solving abilities in this area have been much in demand. At one point, she had as many as 11 school systems fully contracted with her in and around Camden and Gloucester County, New Jersey, where she works out of a home office, and makes the most of her freedom to juggle her consulting and her daily duties to her own children, ages 1 and 6.

Marketplace Considerations

Joe Ruhl and Jeff Ostrowski, both PT'86, met at Juniata College, when Joe was the athletic trainer for the school's basketball team and Jeff was a player. Little did they know they would someday be business partners.

Ruhl and Ostrowski remained friends during their time in CHP's second class of PT students. "The program was still developing at that time but already had a problem-solving approach that developed the thinking process. This made a big difference for what we ended up doing," recalls Ostrowski, who was interviewing for a position at a local university medical center after graduation, when the Sheraton Society Hill asked him to start a PT program within its health club. He asked Ruhl, who was then at the Jefferson Sports Medicine Center, to join him.

Soon, they left the Sheraton, rented office space, and made Society Hill Physical Therapy their own business. "Looking back, I'm not sure the decision to go it on our own was the most rational thing," laughs Ostrowski. "I never thought I wanted my own business, but then all of a sudden the desire just clicked for me."

In their first month, the two physical therapists treated four clients. In one recent month, in their new 2,800-square-foot facility in Philadelphia, which includes a gym and therapy equipment, they treated 1,200 clients (and another 200 at their second office in Northeast Philadelphia).

"Our business has definitely turned out to be more lucrative than the clinical staff track at a hospital would have been," says Ostrowski, who notes, however, that he and Ruhl—like the two other physical therapists they have hired onto their staff—work a very full case load.

He also strikes another cautionary note: The reimbursement system for such businesses is becoming increasingly complicated. "Large rehab chains and hospital systems make the field very competitive, and groups such as ours must participate in managed-care networks, which can become saturated with contractors," he explains. "The prospects for small PT businesses are limited, because it doesn't matter how good a therapist you are, if you can't get reimbursed."

Ostrowski alludes to possible plans for Society Hill PT to branch out into offices in the suburbs someday. But both he

continued on page 6

and Ruhl are married and have children, and they have approached expansion cautiously because of the effect it would have on their lifestyle and time for their families.

Getting in, Getting out, Getting Back in Again

And so it's true that if you run your own business, you're often married to it. But that doesn't mean you may not be married to someone else. And for that reason, a business may not be forever.

In 1989, Kristin (Flemming) Swanick, DI'87, started Radiology Technologists, Inc., a temporary staffing and placement service for healthcare professionals in radiology, located in Trevoze, Pa. Her physician partner handled the division of the company placing physicians, while Swanick handled the division placing technologists.

At the point Swanick and her partner began their enterprise, such services were new and much in need. In 1991, the *Philadelphia Business Journal* named her company one of fastest growing in the greater Philadelphia metropolitan area.

"But the work was consuming," recalls Swanick, "partly because we paid the salaries of the people we placed and then billed our clients." In addition to the constant churning of payables and receivables that this created, the business often required she and her partner to be on call 24 hours a day for urgent scheduling and staffing needs.

Swanick, nevertheless, assisted in establishing a division for placing both nurses and respiratory therapists. At one time or another in its first five years, Radiology Technologists staffed almost every hospital in the Delaware Valley.

Four years ago, though, Swanick sold the business and banked the proceeds to be at home with her first child. She is now expecting her second child. "It was great while that business period lasted but so is what I'm doing now," she says. "On the other hand, I'm sure I'll go back into the work world again in a few years."

Designing a Lifestyle

It's also a truism of self-employment that setting daily priorities is, if not easier, at least wider open when you're not punching a time clock under someone else's watch. Laboratory sciences graduate Susan (Segal) Holland, CT'81, knows and deeply values this.

Holland had started out working in laboratories as a cytotechnologist and for laboratory equipment companies, eventually moving into marketing and new-product-development positions. Several years ago, though, she and her husband launched a company called BioQuest to offer marketing and

business-development services to biomedical and biotechnology companies.

Although she is president of the company, Holland personally provides all of the strategic planning, writing, designing, and other marketing services herself. Thus, the company remains just she and her husband, who serves as Holland's technical consultant, while he completes a post-doctoral fellowship in environmental sciences. The couple enjoys the benefits of small-town life, in Saxapahaw, North Carolina, where Susan Holland works out of an office in their home.

She focuses on promoting companies or products she describes as "very high-tech, to the point sometimes of being avant garde." One of her clients, for example, is trying to bring to market a new product referred to as the "Lab on a Chip," a type of sample and testing slide with the potential to put much of the function of a chemistry lab into a piece of material the size of a dime. The slide uses microchannels, electrical fields, and

fluorescent dyes to separate samples that are then analyzed with the help of a laser and laptop computer. The device can offer previously time-consuming testing of DNA and other samples in roughly a minute, giving it potential application in health care, crime investigation, and environmental work.

Holland's services are well enough established that she can select clients such as these. She also runs a second consulting practice of her own, called Hearthsides, Inc.,

which offers marketing expertise to local businesses in her community.

"In a large way, I credit lessons learned at Jefferson for giving me the confidence to do all this," says Holland. "It was the intellectual challenge, the small class size, and the individual focus we got that taught me I could roll up my sleeves and use my own resources to get things done. And the technical background I got there is what I parleyed to get into my career."

Holland has established a comfortable enough practice that she can donate a part of each week to volunteer activities in such areas as youth services and the environment. The county in which the Hollands live has recognized the couple for their extensive volunteering.

"We feel we are striking a balance of work with family and community," says Holland, who with her husband set up their current arrangement partly in expectation of having children. They are now expecting their first. With regards to owning one's own business, Holland says, "I really believe anyone can do it. It just takes finding the approach that's right for you." ■



Susan (Segal) Holland, CT'81, President, BioQuest

Times-News, Burlington, NC

PROJECT IMPART

Increasing Minority Participation in Nursing Research Careers



Project IMPART director Margaret Griffiths, MSN, RN, OACN, (standing, far left) helps get students geared up for a new semester of work in nursing-related research.

WHEN YOU SHARE something you have with another who may not have the same opportunity or experience, you "impart" it. CHP is doing just that with its expertise in educating nurses in careers in research. Through a federally funded program called Project IMPART, CHP is sharing its research acumen with minority students who are in the associate degree nursing program at Community College of Philadelphia (CCP).

IMPART stands for Improving Minority Professionals' Access to Research Tracks. The project, which has been supported by \$750,000 in funding for a five-year period from the National Institute of General Medical Sciences of the National Institutes of Health, enrolled its third cycle of students this past May. Progress of the first two groups of students is the best indication of the program's success and, by that measure, Project IMPART is resoundingly achieving its goals.

"The first group of students finished in 1996," says Project IMPART Director Margaret J. Griffiths, MSN, RN, OACN, whose CCP faculty collaborator is Project Co-Director Elaine Tagliareni, MS, RN. "Ten of these 12 students have now completed their baccalaureate—and five are in graduate study in nursing. Of the second group of 17 students, all are planning on moving ahead with baccalaureate study in nursing."

Griffiths points out that while minorities make up 30 percent of the national population, only about 10 percent of nurses are from minority groups. In addition, of about 2 million licensed nurses, only 20,000 (or two percent) are prepared at the level of an advanced degree such as a master's. These factors

compound to make for a low representation of minorities among the group of researchers who have begun their studies in the nursing field.

Students Get Chance to Push Themselves

Project IMPART places students in part-time positions assisting in various types of nursing and healthcare research efforts. The project's funding pays them a small salary while they receive invaluable exposure to the world of science.

Application for participation in IMPART is a competitive process. Students are selected based on talent and motivation.

IMPART students have participated, for example, in programs at the Children's Health Policy Research Institute, the Neighborhood Center of Temple University (which has a federal grant to conduct lead screening), and the Diabetes Prevention Program at Jefferson. They have also helped Jefferson faculty members with research in such areas as alternative healthcare strategies.

Marva Mitchell, one of IMPART's graduates, says that the key value of the program is the chance to work with people already in the research field. "Being in IMPART has exposed me to many professionals in the area of nursing, which has been very inspirational," she says. "The exposure has really motivated me to pursue an advanced degree in nursing." Mitchell is now enrolled in the graduate nursing program at Jefferson.

Griffiths notes that the program substantially adds to the workload of students who often have significant commitments already. "Many students maintain full-time or part-time jobs, along with continuing their studies at Community College, while they fulfill the research requirements at Jefferson," she explains. "The students from this year's group range in age from 21 to 50 years old, and some have as many as four children. IMPART adds to the rigors of their responsibilities—in a motivating way."

Participants have stepped up to the challenge. "Students are willing to do the work because they recognize the tremendous opportunity," says Griffiths.

Research in Areas of Minority Concern

"In seeking out research placement for our students, we've also learned that it is difficult to find minority mentors," says Griffiths. "One of our goals is that students will, in turn, become mentors or continue their research work in the minority community."

Project IMPART has seen that goal come closer as graduated IMPART students have taken research positions. For example, one is working under a pregnancy prevention grant at the R.W. Brown Community Center, while another is coordinating a grant intended to increase immunization among children in homeless shelters.

"We're proud not only that IMPART graduates are choosing research-related work but that they're selecting community-level work and areas that concern healthcare access for minority populations," Griffiths says. ■

Building Awareness, Understanding of OT

“WHAT DOES AN occupational therapist actually do?”

Karen Cunningham, OT'98, says that's a question OT students often tire of hearing, so she made answering it her mission as the 1997-98 president of Jefferson's Student Occupational Therapy Association.

In fact, her leadership and accomplishments earned her the College of Health Professions' 1998 Achievement Award for Student Life, presented during the May commencement ceremony. This annual award is for the senior student who has made an outstanding contribution to student life at CHP. As the only collegewide award given to a student, it is a particularly meaningful honor.

“Our winner this year has displayed her talents on many levels,” said Lawrence Abrams, EdD, CHP's dean, during the award presentation. “She served her fellow occupational therapy students well, and as chair of the Occupational Therapy Awareness Day organized a highly successful program that was both entertaining and educational for the entire Jefferson community.”

Reaching Out

OT is about enabling, re-enabling, and improving people's functional levels in their work and daily life activities. But how to get that message across? For Cunningham, the answer is by discussing people's perceptions of the profession, by letting them see you in action, and by bringing OT to those who need it most.

In these interests, Cunningham believes that an interdisciplinary approach to patient care is best. She used OT Awareness Day to build such relationships and practices. “We targeted the university's community at all levels, because we felt there was a real lack of knowledge about what we do,” says Cunningham. “Events included a focus group with medical students where we ordered pizza and talked informally about what they know of OT, and how they get their information about OT.”

OT Awareness Day was an open event, with food and music, at which students, faculty, administrators, and others could stop by at lunch and learn about occupational therapy. Individuals from two adult-care facilities, Beechwood Services and Sojourn, sold crafts that they had made as part of their therapy. And this was the first year that other schools participated,



Karen Cunningham, 1998 Recipient of the Achievement Award for Student Life

Karen Cunningham, OT'98, with William Thygeson, MEd, the college's Assistant Dean and Director of Student Affairs.

including the University of the Sciences in Philadelphia, and Temple University's occupational therapy program.

During her tenure as president, Cunningham also re-established the association's participation in the Big Brothers/Big Sisters program, conducted fundraisers for United Way and campus organizations, and organized the Student OT Association's participation in the Philadelphia AIDS Walk. Some of Cunningham's other activities included reaching out to new and prospective students. She volunteered to help with orientation for new OT students and also served for two years as a student ambassador

with the College's Office of Admissions and Enrollment Management.

A highlight of her course work was her participation in a special class, through CHP's Center for Collaborative Research, called “Interdisciplinary Team-based Health Services for Underserved Populations.” Classes featured talks by homeless or formerly homeless individuals, and included a team project with an area shelter.

“This was a great class because it was one of the few where medical students were paired with CHP students. My team was made up of two medical students, a nursing student, a physical therapy student, and me,” recalls Cunningham. “Once a week throughout the semester, we went to a shelter and worked with residents. We promoted wellness by educating the women there about health and their bodies, and we focused on building a sense of community among the women in the shelter.”

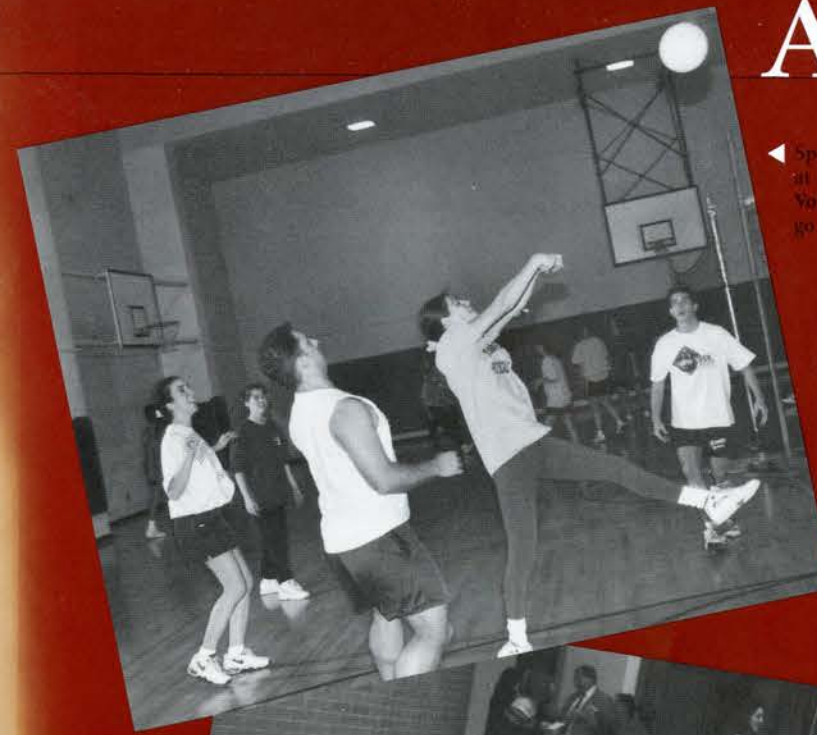
Looking Ahead

Cunningham has two clinical affiliations to complete, one in adult rehabilitation and another in pediatrics, before receiving her degree in December 1998.

“I'm leaning towards wanting to pursue a position in pediatrics,” says Cunningham. “I like working with children because they often don't know OT is therapy—it's more like play to them.” Her long-term goal is to work within a neonatal unit.

“Karen's significant contributions as a student predict real leadership in her professional future,” notes William Thygeson, MEd, Assistant Dean and Director of Student Affairs and Services. “She is simply an outstanding young woman.” ■

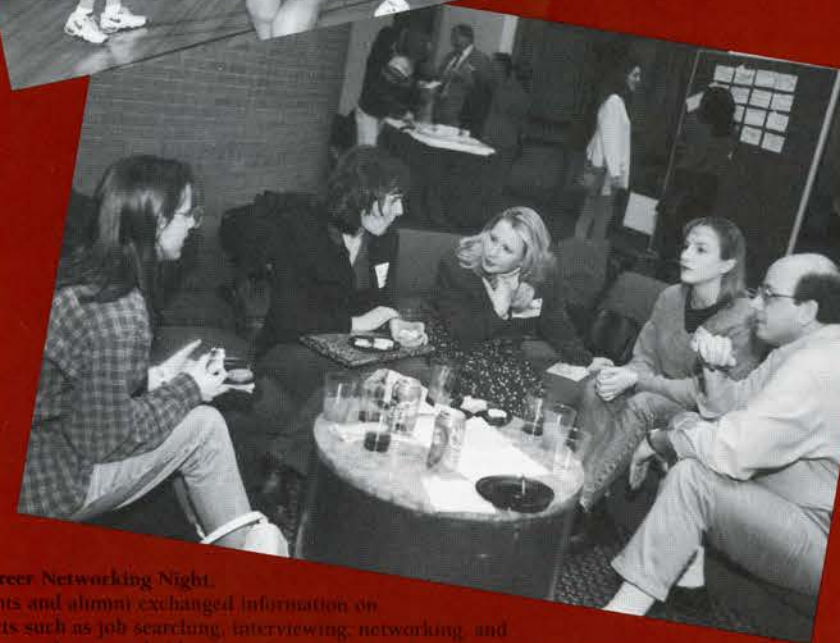
ALUMNI NOTES



▲ Spirits were soaring and balls were flying at the 3rd Annual Alumni Versus Student Volleyball Tournament. Dragging righties go to the students who captured the win.



▲ Reldha Sankaran-Kutty, OT'97, offers an alumni perspective to graduating students during the occupational therapy department's Class Night ceremony.



▲ At Career Networking Night, students and alumni exchanged information on subjects such as job searching, interviewing, networking, and moving up the career ladder. Any alumni interested in serving as a career development contact, please call the Career Development Center at 215-303-3805.



▲ For the first time, at its Seventh Annual Awards Ceremony, CHP presented two special awards to recognize outstanding accomplishments of alumni. Ann Eshenaur Spolarich, RDH, PhD, DHT84, (left) received the Alumni Special Achievement Award for her contributions in the areas of education, research, and community service. Susan M. Weiner, CNS, RNC, MSN, NU84, (right) received the first annual Emerging Leader Award for her contributions in research, leadership in professional organizations, and community service.



▲ CHP presented a number of awards for outstanding achievement at the college's Class Night ceremonies. Here, Pamela Watson, ScD, RN, nursing department chair, (right) congratulates Tonya Harris, NU'98, recipient of the Abraham Feinsinger Memorial Award.



▲ Dorothy Grieb, whose association with the College of Health Professions spans 30 years, has been appointed the College's Director of Alumni Relations. Mrs. Grieb served as Assistant Director of Student Affairs, co-founder and director of the Health Careers Guidance Clinics, co-editor of nine editions of the Health Careers Guidance Manual, College Archivist and consultant. (See “Message from the Dean,” page 1)

DENTAL HYGIENE

Rosemary (Menta) Herman, DH'94, is employed at Montgomery County Community College, where she received the Teaching Excellence Award for Adjunct Faculty. She is also a graduate student in the Instruction Design Program at Penn State University.

Michele L. Dattilo, DH'95, is a dental hygienist at KWH Dental Associates where she received the Esteemed Colleague Award. She lives in Levittown, Pa.

DIAGNOSTIC IMAGING

Jeffrey A. Krantz, RT'79, recently moved from Missouri to Pittsburgh, Pa., where he accepted a promotion with South Hills Health System to Director of Planning and Marketing.

Jill (Derstine) Schlosser, DI'88, is a Pharmaceutical Recruiter at The Bandish Group where she places professionals into many of the top pharmaceutical/biotechnology companies in the country.

LABORATORY SCIENCES

Thomas E. Leahey, MT'74, received his master's degree from Quinnipiac College in 1980. He is currently the Director of Laboratory Services at Griffin Hospital, Derby, Conn. He is married and has three children.

Teresa (Capobianco) Keller, MT'87, and husband Ron announce the birth of their third child, Emily Rose, born on July 3, 1998. The couple also has sons Ronnie and Brad.

NURSING

Carolee (Swalm) Mitchell, NU'62, is a staff nurse at First Health Hospice of Lee County, in Sanford, N.C. She recently received her second certification in hospice nursing.

Linda J. (Meachum) Scheetz, NU'68, is professor and chair of the Nursing Division at Mount Saint Mary College, Newburgh, N.Y. She is involved on the national level with the Emergency Nurses Association (ENA), for which she chaired the outcomes research task force in 1997. This year, she is chair of the trauma nursing/pediatric nursing effectiveness work group and a member of the research vision council. She is also collaborating on a textbook with several ENA colleagues.

Deborah (Allen) Schiavone, NU'69, has earned a bachelor's and master's degree in

nursing from Catholic University and is currently a doctoral candidate. She is a certified clinical nurse specialist in adult psychiatric mental health. Ms. Schiavone is the mother of four children and has a private psychotherapy practice in Annandale, Va.

Brenda (Ingraham) Cucukov, NU'78, works for the Vineland School Board, Vineland, N.J., and teaches adults and high-school seniors about the art and science of LPN nursing.

Linda (Robinson) Foreman, NU'79, was married in 1997, had her first child, Emily Beth, in January 1998, and moved to Mt. Laurel, N.J., in May. She is currently a family nurse practitioner at Ashurst Family Physicians in Mt. Holly, N.J.

Jane L. Rozycki, NU'79, recently received her MD from the Medical College of Virginia and is currently completing a dermatology residency. She gave birth to her third child, Johanna Elizabeth, in October 1997.

Jan Noel (Davis) Dalby, NU'81, is a pediatric nurse practitioner and lactation consultant at Pediatric Associates of Richmond, Va. She is married and has two sons, Jared and Seth.

Ilisa Sparkler, NU'83, is a patient-care coordinator at Independence Blue Cross, Philadelphia, Pa. She lives in Langhorne, Pa.

Nancy Davies Hathen, NU'84, has been appointed Director of Cardiac Nursing at the Albert Einstein Medical Center, Philadelphia.

Felicia Gonzalez, NU'86, completed an internal medicine residency at UMDNJ-Kennedy Memorial Hospital, Stratford, N.J., in 1996. She is presently practicing primary care-internal medicine with Community Medical Associates in Lakewood, N.J.

Michelle Fantaski, NU'88, is a CRNA at Passavant Hospital, Pittsburgh, Pa. Her third child, Abigail Marie, was born on March 12.

Carla Marie (Stefano) McCourt, NU'93, married Daniel McCourt, in August, 1996, and moved to Durham, N.C., that same year. She graduated from Duke University in 1997 as a pediatric nurse practitioner with an MSN and now works in a private, primary-care pediatric practice in North Carolina.

Dawn (Miller) O'Neill, NU'93, has worked part-time at Children's Hospital of Philadelphia in the Cardiac Intensive Care Unit for the past five years. She and her

husband, Tim, had their second child, Lauren Elizabeth, in March. The couple also has a daughter, Lyndsey.

Shirlee Dinsdorf, NU'95, graduated in 1997 from the University of Pennsylvania School of Nursing with an MSN from the primary-care, pediatric nurse practitioner program. She is currently employed as a pediatric nurse practitioner at Pennsylvania Hospital's Women and Children's Health Services in Philadelphia.

Scott D. Alcott, NU'97, is employed at Abington Memorial Hospital. He and his wife, Heather, live in Lansdale, Pa.

Ellen M. Biglin, NU'97, was recertified in CCRN and newly certified in CPAN. She is a staff nurse at Lower Bucks Hospital, in Bucks County, Pa., and lives in Bristol, Pa.



Desiree M. (Ardito) Mufson, MT'85, has settled in Stuart, Fla., with her husband, Larry, who is a staff cardiologist at Martin Memorial Medical Center. She has earned her MBA and started up her own company, Medical Business Management. Ms. Mufson has a daughter, Megan Nicole.

OCCUPATIONAL THERAPY

Virginia Raquel (Peralta) Furness, OT'88, works part time as a certified hand therapist at Gottlieb Memorial Hospital in Chicago. She, her husband, Peter, and their three sons live in Chicago. Ms. Furness is also pursuing a master's degree in fine art photography.

Roselyn S. Lipsilt, OT'93, is an assistant professor of OT at Temple University. She is also practicing as an interventionist with Thomas Jefferson University in the Community and Homecare Research Division of the Center for Collaborative Research in the REACH (Resources to Enhance Alzheimer's Caregiver Health) project.

Inya (Frank) Adams, OT'92, and **Gregory Adams, PT'92**, live and work in Frederick, Md. Mr. Adams works at Frederick



Sara Ann (Cooley) Bentz, NU'88, graduated from Temple University School of Dentistry in 1994. She and her husband, Robert M. Bentz, purchased her father's dental practice and work together in general dentistry and prosthodontics in East Norriton, Pa.

Memorial Hospital, and Ms. Adams works part time in contract work and therapeutic horseback riding. The couple had their first child in November, 1997.

PHYSICAL THERAPY

Gregory Adams, PT'92, see **Inya (Frank) Adams, OT'92**, (page 10).

Lorie (Coole) Foust, PT'85, works part time at Orthopedic Specialists and Bryn Mawr Rehab, in Bryn Mawr, Pa. She and her husband, Mark, had their third child, Alexa Danielle, in January. The couple also has a son Shane and daughter Caleigh.

Susan (Vaugn Adams) Schweizer, PT'85, works part time for Bowers Rehab Services in Yardley, Pa. She married David Schweizer in 1997. The couple lives in Newtown, Pa.

John A. Mitrovic, PT'88, was recently board certified as a Sports Certified Specialist by the American Board of Physical Therapy Specialists of APTA. He and his



Susan Echhardt, OT'88, was recently named Employee of the Month at Philadelphia Geriatric Center (PGC). Ms. Echhardt is an occupational therapist in PGC's Physical Medicine and Rehabilitation Department. A 10-year PGC veteran, she was chosen for the award based on her dedication and conscientiousness.

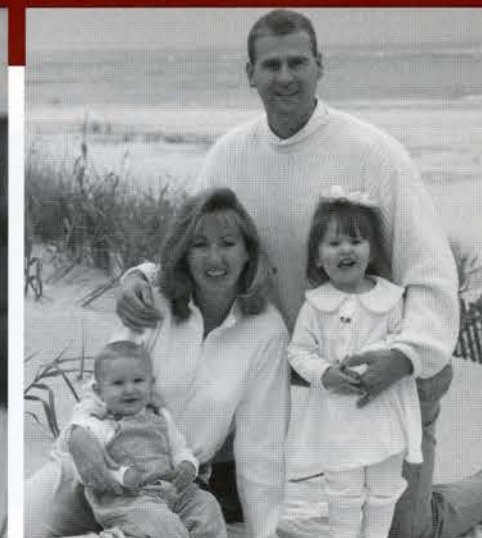
wife, Suzanne, had their third child, a daughter, Kelli Elyse, in July. They also have daughters Alison and Marissa.

Sandra Campbell, PT'89, recently accepted a position at Widener University's Institute of Physical Therapy, where she will be the Academic Coordinator of Clinical Education.

Katrina Wollam, PT'90, has completed a two-year residency program in manual therapy and has applied for a fellowship from the American Academy of Orthopaedic Manual Physical Therapists. She is now a clinical coordinator for Orthopedics Plus/Winchester Hospital in Wilmington, Mass.

Wendy J. Lucas, PT'93, is working at St. Lawrence Rehab Center, Lawrenceville, N.J., and has recently had some of her research published.

Scott J. Quaile, PT'96 and **Kelly (McGinty) Quaile, PT'96**, live in Mount Laurel, N.J. Mr. Quaile is a PT with General Healthcare Resources in Plymouth Meeting, Pa., and Mrs. Quaile is a staff therapist at A.I. duPont Hospital for Children in Wilmington, Del.



Raymond Samuel, PT'91, has been the Clinical Director of Total Health and Rehab of Whiteville, N.C., since 1992. He and his wife, Billi Jo, have two children.



Karen (Clark) Panagotopoulos, DH'91, announces the birth of her second daughter, Christine Elizabeth. Ms. Panagotopoulos, who also has a daughter, Erin Marie, is employed part time with Silver Dental Group in Oaklyn, N.J.



Tracy (Visconti) DiBease, PT'95, is a part time PT for Bayada Nurses, a home-care agency in Cherry Hill, N.J. She lives in Cherry Hill with her husband, Jamie, and son, Noah James.



Colleen Thomas, PT'90, works part time in PT contract work for several rehabilitation companies. She and her husband have two children and live in Dillsburg, Pa.

This is your life! and we want to know about it.

Please complete this form and send it to:
Alumni Relations, College of Health Professions,
Thomas Jefferson University, 130 S. 9th Street,
Room 703, Philadelphia, PA 19107-5233

Call or fax your information to the alumni
office at 215-503-7709, Fax: 215-503-9834

Or send it by e-mail to:
dorothy.grieb@mail.tju.edu

Photos for inclusion in *The Review* are
appreciated. Please include yourself in any
photos you send.

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Name at graduation (if different) _____

Program _____ Year _____

Address _____

E-mail address _____

Telephone _____

Personal News _____

Professional News _____



Honorary Degree

Lawrence Abrams, EdD, Dean of the College of Health Professions, received the honorary degree of Doctor of Humane Letters from the State University of New York (SUNY), Health Science Center at Brooklyn. Pictured here, with SUNY's **JoAnn Bradley, EdD**, Vice President for Academic Affairs and Executive Dean of Allied Health and Nursing, Dr. Abrams was cited as "a national and international leader in allied health education."



Annual Conference of the American Occupational Therapy Association

Janice P. Burke, PhD, OTR/L, FAOTA, center, who was named chair of the college's Department of Occupational Therapy (OT) in July, attended a college-sponsored reception for OT alumni at the Annual Conference of the American Occupational Therapy Association in Baltimore in April. With Dr. Burke are **Lela Llorens, PhD, OTR, FAOTA**, consultant in OT and gerontology, left, and **Jerry Johnson, PhD, OTR/L, FAOTA**, former Jefferson faculty member.



1998 Commencement Ceremony

At its 1998 Commencement Ceremony in May, CHP awarded honorary degrees to **John F. Banzhof III**, left, Founder and Executive Director of Action on Smoking and Health, Inc., and **Lt. Col. Madeline M. Ullom, NU'38**, a decorated World War II veteran, center. With the honorary degree recipients are, left to right, **Lawrence Abrams, EdD**, CHP dean, **Paul C. Brucker, MD**, university president, and **Jack Farber**, chairman of the university's Board of Trustees.



College's Department of Diagnostic Imaging Honor

The college's Department of Diagnostic Imaging honored **Barry B. Goldberg, MD**, left, "for years of Outstanding Service, Support and Dedication to the Department and Students." Presenting the award are department chair **M. Gary Sayed, PhD**, center, and vice chair **Michael Hartman, MS, RDMS, RVT, RT(R)**. Dr. Goldberg, who directs Jefferson's world-renowned Division of Ultrasound, serves as the Medical Director of the Diagnostic Medical Sonography Program at the College and is a Clinical Professor of Diagnostic Imaging.



College's Seventh Annual Awards Ceremony

CHP faculty award winners honored at the college's Seventh Annual Awards Ceremony in May: left to right are **Maryanne McDonald, MSN, RN**, Instructor of Nursing, The Fred and Sayde Abrams Award for Excellence in Clinical or Laboratory Instruction; **Paul D. Howard, PhD, CMDT**, Assistant Professor of Physical Therapy, Lindback Award for Distinguished Teaching, and **Margaret J. Griffiths, MSN, RN, OACN**, Associate Professor of Nursing, Dean's Faculty Achievement Award. Also with the honorees are **Linda G. Kraemer, PhD**, CHP senior associate dean, and **Lawrence Abrams, EdD**, CHP dean.

Talk-Up Your Alma Mater!

CHP ALUMNI MUST THINK WELL of the college. It seems they also know the right kind of young people. The evidence is in the climbing number of students referred to the college by alumni (see charts).

Surveys have shown that most of CHP's prospective students hear about Thomas Jefferson University by word of mouth. What's more, most of the college's students have become interested in the fields they chose as a result of contact with a healthcare professional.

"There are key interactions between alumni and prospective students that can be critical to both student and college," explains Tom Coyne, MA, CHP's Director of Admissions and Enrollment Management. "Alumni referral of prospective students is made even more important by the fact that students referred by alumni tend to be a stronger pool of candidates than the general pool."

Coyne also notes that CHP alumni refer students for degree programs other than what their own majors were. Thus, alumni are recommending CHP in general, not just the departments in which they studied.

Organizing and Encouraging These Referrals

Since last year, the college has been seeking more structured ways to help alumni make referrals to the college and to channel their willingness to help with recruiting. One initiative, launched by CHP's admissions and alumni relations offices, is a program called JAVA (Jefferson Alumni Volunteering for Admissions).

Alumni who sign up for the program can choose from any of a number of ways to help out. One of the most important opportunities is made possible by a database that the college maintains of possible candidates for admission. The students in this database are mostly those who have contacted the college, in one way or another, requesting information.

"When alumni call these students, share their Jefferson experience, talk about their own careers, and just

generally chat with them, it makes a huge difference in encouraging applications," says Coyne. The office may also ask alumni volunteers to call accepted students to answer any questions they may have and to encourage them to enroll.

"Nothing paints a better picture of the value of a CHP degree than alumni testimonials, so we are looking to continue to increase the number of alumni who participate in JAVA," says Ron Nordone, Associate Director of Admissions and Enrollment Management.

Don't be Surprised If You Get a Call

CHP, like all schools, must always strive to maintain and improve its overall application statistics. Personalized recruitment can make an important difference in the quality of entering classes. For this reason, the Office of Admissions is now asking each department at CHP to recommend alumni who might be good recruiters. "We trust the faculty's sense of this," says Coyne, whose office plans to contact nominated alumni to ask them if they could give a small amount of their time to be involved.

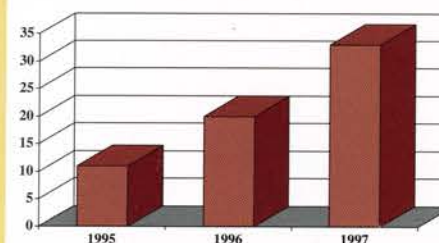
Beyond making phone calls, alumni can also attend on-campus activities, represent CHP at college fairs, or allow a prospective student to observe them in their workplace. Just as important is when alumni can simply supply the name and contact information of a potential student. ■

Would you lend your name to the JAVA list, in case we need to call you?

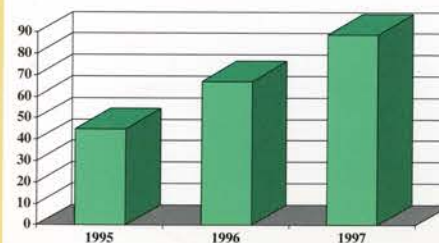
Do you know of someone who might be interested in applying to CHP?

If, "Yes," to either, please contact, Ron Nordone, Associate Director of Admissions and Enrollment Management at: 215-503-1043; or at: ronald.nordone@mail.tju.edu or at: Office of Admissions, College of Health Professions, Thomas Jefferson University, 130 S. 9th St., Suite 1610, Philadelphia, PA 19107-5233, or online at: jeffline.tju.edu/CWIS/CHP (Select "Admissions Information" and use the "Request More Information" form.)

CHP students admitted through CHP alumni referrals



CHP applications generated through CHP alumni referrals



When alumni refer prospective students to CHP, they perform an invaluable service to both the college and student. Applications resulting from alumni referrals have grown steadily in recent years, and the quality of those applications has grown even faster, evidenced by the number of these alumni-referred students who the college admits.

1999 Will Mark the 30th Anniversary of the College of Health Professions

Mark your calendar for the 30th Anniversary Dinner-Dance on Saturday, April 24, 1999, then call your classmates and form a table.

Send your news and photos for inclusion in the Spring '99 special 30th Anniversary issue of *The Review*.

1999 Alumni Calendar of Events

Alumni Association Board Meeting
January 16, 1999

Fourth Annual Alumni and Student
Volleyball Tournament
January 19, 1999

Career Networking Night
February 1, 1999

Alumni Association Board Meeting
March 16, 1999

30th Anniversary Celebration Dinner/Dance
April 24, 1999

Spirit of Philadelphia Jefferson Student and
Alumni Cruise
May 12, 1999

College Class Night
May 13, 1999

College of Health Professions Commencement
May 14, 1999

Alumni Association Board Meeting
May 18, 1999



Susan (Segal) Holland, CT'81, left, can command substantial enough fees from her consulting business to be able to afford to work part time, and to use a significant portion of the rest of her week for volunteer activities. Here, she splashes with other participants in a recent Sierra Club, youth-outreach program on the Haw River, North Carolina. See *Alumni-Owned Businesses* pages 4-6.



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